

# *FIM 335*

## *Food Marketing Management*

*3 Credits*

*Spring Semester*

*Prerequisites: (FIM220 or MSC300) and (MSC303)*

*Open only to Juniors and Seniors*

The rapidly changing marketplace for food drives the management topics studied in this course. The scope of the food industry includes food retailing, manufacturing, processing and U.S. and international consumers with dynamic food consumption and shopping preferences.

Current food industry issues are addressed in this course, including:

- Techniques for fast, economical and successful new product introductions.
- Category Management to help supermarkets target their shoppers.
- Supermarkets offering meal solutions in competition with restaurants.
- Global marketplace developments.
- Strategic applications for marketing and supply chains.
- Supply chain integration initiatives transforming food marketing and distribution.
- Consumer loyalty card programs; and data-based marketing.
- Customer Relationship Management.

The course will include industry guest speakers as well as company tours.

**For more information contact:**

FIM 335 Instructor

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